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June 20, 1994

William F. Caton
Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RECEIVED
JUN 21 1994
FEDERAL COMMUNICATIONS COMMISSION

Re: Notification of Permitted Written Ex Parte
Presentation in MM Docket No. 92-266

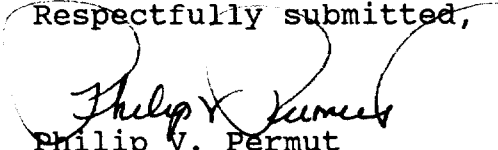
Dear Mr. Caton:

Lifetime Television Network, by its attorneys and pursuant to Section 1.1206(a)(1)-(a)(2) of the Commission's rules, hereby submits an original and two copies of this memorandum regarding a permitted ex parte presentation to Commission officials regarding MM Docket No. 92-266.

Today at 3:00 p.m., Nancy Alpert, Vice President for Business and Legal Affairs of Lifetime Television Network, along with the undersigned, met with Merrill Spiegel of Chairman Reed Hundt's office. The discussion related to the written material attached hereto regarding FCC cable rate regulations.

Kindly direct any questions regarding this matter to the undersigned.

Respectfully submitted,


Philip V. Permut

PVP/lar
Attachment
cc: Merrill Spiegel, Esq.

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LIFETIME'S CONCERNS REGARDING FCC CABLE RATE REGULATION
(MM Docket 92-266)

June 20, 1994

I. Introducing Lifetime

- A. Lifetime's Program Service, Mission
- B. Lifetime's Economics

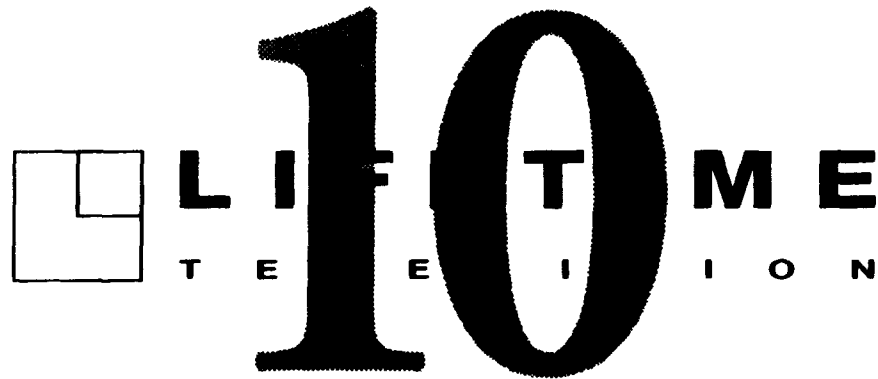
II. Broad Tier Carriage Is Critical

- A. A la carte's compounding harm
- B. No safe harbors for a la carting
- C. Provide certainty, safe harbor for reverse migration (i.e., undoing a la carte packages)
- D. Need fair return on programming in regulated tiers

III. Avoid Regulations That Discourage Carriage of Established, Low-Cost Services

- A. Incentives for programming investment must be enhanced, but in a neutral fashion
- B. Public interest in carriage decisions based on quality and demand
- C. Cash flow-oriented operators should see significant return on low-cost services, not just on high-cost services
- D. Incentives for adding new services are needed, but not in a skewed fashion that creates artificial incentives to drop established channels
- E. With the must carry/retransmission consent "double squeeze" on channel capacity in particular, the Commission should take extra care to ensure a fair shake for existing program services

- IV. Recognize the Critical Impact of Channel Capacity and Procedural Issues on Programming Investment
- A. The Commission should broadly interpret its rules allowing operators to recover promptly and fully the costs of system upgrades
 - B. By allowing an entire, previously unchallenged rate to become subject to prospective reduction whenever programming costs increase, the Commission is stifling program investment
 - C. If external cost increases are not automatic but rather are subject to franchise approval and delay, program investment will be delayed in turn



**Celebrating a decade
of quality programming
for women**

Real Time Crime Chronicle



LIFETIME
TELEVISION

1984-1994
Lifetime Television Has Been Successfully
Established as

The Network for Women
&
A premiere marketing and advertising vehicle
for reaching women



Marketing 1994 & Beyond An Enhanced Commitment

**Understanding our customers
&
Strengthening brand impact through
consumer connection strategies**



Programming Mission 1994 & Beyond

Provide women with distinctive and relevant
entertainment and information programming
throughout the day

women



Programming

Original programming is at the core of Lifetim's 1994
Programming and demonstrate.



Daytime

Programming with Distinct Daypart Appeal

Exclusive information and entertainment series
targeted to women at home during the day always a
great viewing alternative

distinct





Daytime 1994

Building on a highly targeted successful signature line-up

Fitness

- It Figures
- Everyday Workout

Food & Fun

- The Frugal Gourmet
- Supermarket Sweep
- Shop 'Til You Drop

Parenting

- What Every Baby Knows
- Your Baby and Child With Dr. Penelope Leach

Drama

- Afternoon Movie



Daytime Originals

New in 1994

- Our Home
- The Marriage Counselor
- Queens
- Mom & Me; in the Morning:
Old MacDonald's Farm



Prime Time

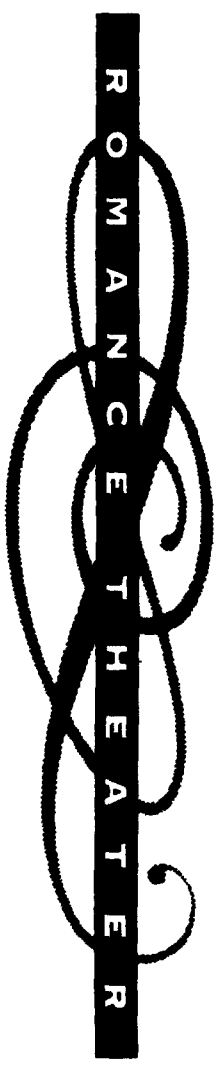
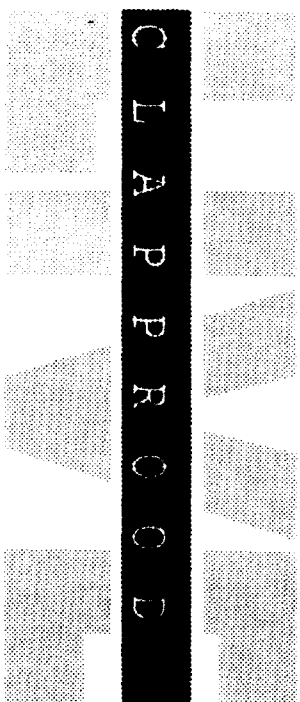
Quality entertainment series each evening — punctuated by specials and world premiere movies — specially selected for strong female appeal.

quality



GIRLS' NIGHT OUT

LIFETIME
MAGAZINE





Prime Time 1994

An aggressive prime time line-up packed with
all new Lifetime originals

Monday – Friday

- Designing Women
- Sisters
- Prime Time Movies

Saturday

- Romance Theater
- Girls' Night Out Comedy Series
- In the Name of Love

Sunday

- Lifetime Magazine
- Clapprood Live
- Original Movies and
Special Presentations



Prime Time

1994 World Premiere Movies & Specials

World Premiere Movies

- And Then There Was One
- Guinevere
- Untamed Love
- Against Her Will:
The Carrie Buck Story
- Spenser: A Savage Place
- Part of the Family

Specials

- Growing Up Funny
- Picture What Women Do
- Anne Rice: Birth of the Vampire
- Breast Cancer Special

MiniSeries

- Lie Down with Lions



W8MEN

The connection with women has

 **LIFETIME**
TELEVISION

A Commitment To Understanding Our Customers

In study after study, Lifetime Television finds consistent perceptions of the network:

- ASI Marketing, July 1992
- Yankelovich Partners Strategic Positioning Study, March 1993
- Kelleman Associates, July 1993



Understanding Our Customers

- Women consider Lifetime to be a network that programs to their interests...much more than other major cable networks
- **69%** of Women feel that Lifetime is oriented to Women
- **79%** of Women 18-34 feel that Lifetime is targeted to Women while.....
- An average of only **18%** feel that FAM, TBS and USA are geared to Women

Source: ASI, July '92



Understanding Our Customers

Lifetime viewers ascribe important attributes to
Lifetime Television

Out of total Lifetime viewers:

- **84%** perceive Lifetime as different from Broadcast
- **75%** perceive Lifetime as having programming you can't find anywhere else
- **86%** perceive Lifetime as being for the family
- **90%** perceive Lifetime as having quality programming

Source: Kelleman Associates, July '93



Understanding Our Customers

Lifetime continues its relationship with Yankelovich Partners

Study yields positive perceptions:

- Wholesome - for the family
- Quality
- Helps with things that concern me
- Unique
- Features women in key roles
- Contemporary

Source: Yankelovich '93



Understanding Our Customers

Yankelovich segments have clear ideas on what they want from the media and television:

Contemporaries:

- Humor, escape, information, adventure
- Watch shows that feature women
- Watch newsmagazine programs

Companions:

- Updates on family issues
- Watch daytime talk shows
- Watch game shows
- Enjoy shows that feature women

Source: Yankelovich Recontact Study, August 1993



Network Packaging

On and off the air Lifetime strives to create an environment that makes a strong connection with the female audience

packaging

